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WAR FOOD ADMINISTRATION
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Marketing Reports Division
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CREAM QUOTAS TO BE
REDUCED IN AUGUST

Sp2 SAN FRANCISCO, July 24---The regional Office of Distribution of the War Food Administration announced today that beginning August 1 quota limitations on sales of cream will be returned to 75 per cent of the June, 1943 base period, but that dealers will be permitted to sell 100 per cent as much fluid milk and 90 per cent as much milk by-products such as buttermilk, cottage cheese and flavored milk drinks as during the base period.

Paul C. Adams, Office of Distribution dairy and poultry field representative, said the action reflects a nationally "tight" butterfat supply situation, and as in anticipation of total August milk production about 10 per cent below that of July. Cream quotas at present are limited to 90 per cent of the June 1943 base.

"The cream quota of 75 per cent represents a return to the limitation which prevailed from last October until the spring flush in milk production this year," said Adams.

"The milk conservation program was developed last fall when a growing increase in domestic fluid milk consumption indicated an inevitable reduction in the production of cheese, butter, evaporated milk and milk powder below the amounts needed for essential military and civilian requirements.

"Further action on quotas is likely as production falls seasonally and war demands for manufactured dairy products---particularly evaporated milk, butter and whole milk powder---increase even more as the needs of American servicemen shift from fluid milk to forms of milk more easily and efficiently transported overseas."

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